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GRANCES**

(57) Abstract:

**WO 02/05200 A2**

## A METHOD, AN APPARATUS, AND A COMPOSITION FOR CUSTOMIZING THE COMBINATION OF FRAGRANCES

### CROSS REFERENCE TO RELATED APPLICATION

5           This application claims the benefit of U.S. provisional patent application Serial No. 60/217,672 filed on July 10, 2000 in the name of Don R. Donovan.

### BACKGROUND OF THE INVENTION

#### Field of the Invention

10           The invention relates to fragrances and more particularly to a method of combining fragrances to form a customized fragrance.

#### Background

15           Creating fragrances is known in the art. Such fragrances are used in a variety of ways such as perfumes, cologne, soap, shampoo, etc. Perfumes, for example, are made up of an assortment of Perfume Raw Materials (PRMs). The selection of the PRMs to create a perfume is typically performed on a trial and error basis. For example, a manufacturer of a perfume may combine PRM A and PRM B with PRM C and then determine whether the mixture of PRMs is appealing based upon the smell of the combined PRMs. The manufacturer may then test whether the general public finds the perfume to be appealing.

20           The trial and error method of creating a perfume may create a fragrance which may only be appealing to, for example, 10% or less of the population. Typically, a fragrance is not commercially viable unless at least 10% of the targeted market find it appealing. One disadvantage of trial and error approach is that mass marketed fragrances may not be appealing to a particular individual or a substantial portion of the targeted market.

25           Some customers may desire customized fragrances suited to their individual requirements. Customizing fragrances to an individual, however, is expensive. In one prior art approach, customers are given an opportunity to select from hundreds of available PRMs. The use of PRMs is well known. Once the various selections are made, the fragrance can be created by mixing the selected PRMs. However, it is common for the resulting fragrance to be unappealing to the consumer. Although this prior art

approach gives a consumer complete flexibility in specifying the content or PRMs of the fragrance, the success rate of specifying an appealing fragrance is extremely low.

In another prior art implementation for customizing the production of fragrances, modifications are made to a conventional triangle used to represent the basic components of most all cosmetic fragrances. Such a conventional triangle is illustrated in Figure 2. It is well known that fragrances are comprised of a combination of base notes 230 (also denoted bottom notes or base components), middle notes 220 (also denoted middle components), and top notes 210 (also denoted top components). Exemplary base notes, middle notes and top notes are discussed in U.S. Patent No. 5,354,737, the teachings of which are incorporated herein by reference. Base notes are characterized by components with long-lasting character. Musk is one example of a base note. Base notes typically have a higher molecular weight than other notes. Middle notes have a lower molecular weight than base notes, but higher molecular weight than top notes. Top notes are characterized by their high volatility and low molecular weight. Jasmine is one example of a top note. Middle notes 220 of triangle 200, have a molecular weight that is higher than the top notes 210 and lower than the base notes 230, middle notes 220 and base notes 230 provide the longevity of the fragrance, such as the smell after several hours that the fragrance was first placed on an individual's skin. The top notes 210, on the other hand, typically dominate the smell of the fragrance when the fragrance is first placed on the skin of an individual. Because top notes 210 are more volatile than middle and base notes (220, 230), the top notes 210 dissipate more quickly. The molecular weight of the top notes is generally much lower than the molecular weight of the middle and base notes.

Again, as is well known in the art, all conventional cosmetic fragrances can be represented by a fragrance triangle, such as the one illustrated in Figure 2 and discussed above. In some prior art customization processes, a customer is offered the option of replacing a top note with one of several other optional top notes. Although this approach gives the consumer some fragrance selection options, the options are limited by the small number of appealing fragrance combinations that can be produced.

Accordingly, it is desirable to overcome the known disadvantages related to the conventional methods used to create a customized fragrance.

## **SUMMARY**

An apparatus and method for preparing a customized fragrance is disclosed. The method comprises: 1) selecting a first fragrance, the first fragrance comprising a base note, a middle note and a top note, 2) selecting a second fragrance, the second fragrance comprising a base note, a middle note and a top note, and 3) combining the first fragrance with the second fragrance to form the customized fragrance. Additional features, embodiments, and benefits will be evident in view of the figures and detailed description presented herein.

## **BRIEF DESCRIPTION OF THE DRAWINGS**

The accompanying drawings are included to provide a further understanding of the invention, and are incorporated in and constitute a part of this specification. The drawings illustrate embodiments of the invention and, together with the description, serve to explain the principles of the invention. In the drawings,

Figure 1 illustrates a fragrance triangle partitioned into two fragrance areas used to select a first fragrance and a second fragrance in accordance with one embodiment of the invention;

Figure 2 illustrates a conventional fragrance triangle used for fragrance descriptors in the prior art;

Figure 3 illustrates one embodiment of a computer system that implements the principles of the present invention;

Figure 4 illustrates a flow diagram for selecting first and second fragrances to form a customized fragrance in accordance with one embodiment of the invention;

Figure 5 illustrates a flow diagram for selecting a first fragrance in accordance with one embodiment of the invention; and

Figure 6 illustrates a flow diagram for selecting a second fragrance in accordance with one embodiment of the invention.

Figure 7 illustrates a fragrance triangle partitioned into three or more fragrance areas used to select a first fragrance and a second fragrance in accordance with one embodiment of the invention;

Figures 8-16 illustrate a user interface in accordance with one embodiment of the invention;

Figures 17-34 illustrate various examples of images used to represent fragrances in one embodiment of the invention.

5

### **DETAILED DESCRIPTION**

An apparatus and method for preparing a customized fragrance is disclosed. The method comprises: 1) selecting a first fragrance, the first fragrance comprising a base note, a middle note and a top note, 2) selecting a second fragrance, the second fragrance comprising a base note, a middle note and a top note, and 3) combining the first fragrance with the second fragrance to form the customized fragrance. The method of the present invention for selecting first and second fragrances in order to create a customized fragrance can be carried out using any interactive means. For instance, the process can be implemented on a network, such as the Internet, or on a stand-alone computer.

Alternatively, this invention may be implemented using a variety of conventional methods such as by telephone, by direct mail, or face-to-face meetings between the consumer and the manufacturer, distributor or beauty consultant. It would be readily apparent to those of ordinary skill in the art that any other means that allow for a dynamic, interactive process can be used to carry out the processes of the present invention.

In the following description, numerous specific details are set forth to provide a thorough understanding of the invention. However, it will be understood by one of ordinary skill in the art that the invention may be practiced without these specific details. In other instances, well known structures and techniques have not been shown in detail to avoid obscuring the invention.

Figure 1 illustrates, in part, the conventional fragrance triangle 100 partitioned into three areas as discussed above and partitioned diagonally as discussed below.

In accordance with the teachings of the present invention, diagonal line 140 is added to the conventional fragrance triangle. Diagonal line 140 partitions triangle 100 to provide a boundary between the first fragrance 150 and the second fragrance 160. The first fragrance 150 comprises at least one top note 110, at least one middle note 120, and at least one base note 130. In a presently preferred embodiment, the first fragrance 150 is

dominated by the base and middle notes (i.e., it comprises no more than 30% (by volume) top note. The second fragrance 160 is also comprised of at least one top note 110, at least one middle note 120, and at least one base note 130. The second fragrance 160 is dominated by the more volatile top note 110 and the middle note 120 (i.e., it comprises 30% (by volume) or more of top note). The second fragrance 160 is also comprised of at least one top note 110, at least one middle note 120, and at least one base note 130. The second fragrance 160 is dominated by the more volatile top note 110 and the middle note 120.

Based on the teaching of the present invention, it will be readily apparent to those of skill in the art that the fragrance triangle illustrated in Figure 1 can be diagonally partitioned using multiple diagonal links 140, thereby producing a plurality of fragrances, each fragrance having a base note, middle note, and top note, and any number of which can be combined to produce a customized fragrance.

The first fragrance 150 (also denoted herein by the term "hearts") and the second fragrance 160 (also denoted herein by the term "souls") can be combined in any ratio. In a preferred embodiment, the ratio of the first fragrance to second fragrance (i.e., hearts:souls) ranges from 90:10 (by volume), more preferably 80:20 (by volume), more preferably 70:30 (by volume), more preferably 60:40 (by volume) and given more preferably 50:50 (by volume).

One advantage of the present invention enabled by the novel fragrance triangle partitioning described above is that both the hearts 150 and the souls 160 represent independently viable fragrances. Because each of the hearts 150 and souls 160 have top, middle, and base notes, each of the hearts 150 and souls 160 can themselves be viable fragrances on their own. Thus, it can be determined through field trials whether individual hearts 150 and souls 160 are appealing fragrances. Using field trials, or other means, a subset of appealing hearts 150 and souls 160 can be identified. Once this set of appealing hearts 150 and souls 160 is identified, these hearts 150 and souls 160 can be used as the set of fragrance combinations from which a consumer may select a particular heart 150 to be combined with a particular soul 160. Because it will already have been determined that individual hearts 150 and souls 160 are independently appealing fragrances, there is a high probability that the combination of a particular heart 150 and a particular soul 160 will also be an appealing combination. The process used in the

present invention for enabling a consumer to select a particular heart 150 and a particular soul 160 for combination into a combined customized fragrance is described below.

In order to select the fragrance 150 and the second fragrance 160, an individual, such as a consumer, must respond to a series of questions to determine the consumer's particular tastes. To select a particular first fragrance 150, the individual is required in one embodiment, to respond to four questions. The first question relates to the time of day that the individual expects to be using the fragrance and the effect that fragrance has during the day when it may be at a higher temperature compared to its effect if the individual was wearing the perfume in the evening. The second question relates to the occasion at which the individual intends to wear the fragrance. For example, the individual may be seeking a fragrance that is acceptable in a casual setting as opposed to a very special or more formal setting. The third question relates to the mood that the individual seeks to evoke from others. For example, the mood that the individual may seek to set is a confident mood, a seductive mood, a feminine mood, a calm mood, or an energized mood. The fourth question relates to whether the individual is seeking to provide a traditional or trendy smell. It will be apparent to those of ordinary skill in the art that other queries for determining an individual's tastes or performances may also be employed. Such inquiries may relate to demographics, geographics and/or psychographics and include, for example, past consumer behavior and selections, age, ethnicity, skin-type (oily or dry), location, etc. The computer, evaluator and/or manufacturer will match these responses to determine the selected first fragrance 150. For example, if a woman is seeking to wear the fragrance during the daytime, and she desires to have a trendy effect with an energized mood on a casual occasion, a Marine fragrance would be selected as the first fragrance 150. In yet another example, if the woman is to wear the perfume in the evening and desires a seductive mood for a special occasion and she also desires to be trendy, a Gourmand fragrance would be selected as the first fragrance 150.

After selecting the first fragrance 150, a second fragrance 160 is then selected, based, in part, on the particular first fragrance 150 selected. In particular, the selection of a first fragrance 150 will rank and narrow the available second fragrance 160 to only those that are most highly compatible with the selected first fragrance 150. In this

manner, the present invention will produce a combined customized fragrance that is very likely to be appealing to the targeted market. In order to further select the second fragrance 160, in one embodiment, additional questions are posed to the individual. For example, a question relating to where a person wishes to evoke a sense of transportation to a fantasy location, such as Florence, Italy, or other memorable location is asked. Similarly, a question relating to whether the fragrance is going to be worn in a particular season, such as spring, summer, fall, or winter is asked.

For example, if a Marine fragrance is selected as the first fragrance 150, and if a woman has the fantasy to be transported to Venice, Italy in the spring, then Fresh Marine is selected as the second fragrance 160. However, three souls would be selected as being highly compatible with the selected first fragrance 150 (e.g., white flower, fresh marine and green floral), with the white flower being designated as the most preferred choice for the second fragrance 160.

In one embodiment of the present invention, the selection of a customized of fragrance is facilitated by displaying imagery consistent with the time, mood, setting, market trend, and occasion selected by the consumer in response to the questions described above. For example, during the selection of a heart 150, the consumer may select a casual, modern setting during the daytime. If such a selection is made, a "marine" fragrance 150 selection is conveyed to the consumer through imagery consistent with such a setting. For example, a daytime beach scene may be portrayed to convey the selections made by the consumer. An example of such imagery is shown in Figure 12. Additional examples of imagery consistent with consumer fragrance selections are also shown in Figures 17-34. Note that in each of these images, use of color, visual images, and visual metaphors all convey a mood and feeling consistent with the first and second fragrance selections. In another embodiment, audio rendering can also be used to convey the same mood and feeling as the images, or used in combination with the images, each being consistent with a fragrance selection. In this manner, the present invention uses these visual and audio triggers to convey to the consumer a mood/feeling consistent with a fragrance selection.

In one embodiment, once the consumer responds to each of the queries described above, the present invention matches the queries to the available heart fragrances 150.



The present invention identifies three (or a lesser or greater number) heart fragrances 150 that most closely match the consumer's answers to the posed questions. Imagery consistent with these three matched heart fragrances 150 is returned and displayed for the consumer. The consumer may then make a final selection of heart fragrance 150.

5        A similar process is used for the selection of soul fragrances 160. A series of questions is used to determine a season and evocative setting associated with the consumer's answers. The best three (or a lesser or greater number) soul fragrances 160 that most closely match the consumer's answers are identified. Imagery consistent with these three matched soul fragrances 160 is returned and displayed for the consumer. The  
10       consumer may then make a final selection of soul fragrance 160.

      Having identified the consumer selected heart fragrance 150 and the consumer selected soul fragrance 160, the combined user-customized fragrance is thus identified. The resulting customized fragrance is the combination of the selected heart 150 and the selected soul 160. As described above, the combined fragrance has a high probability of  
15       being an appealing fragrance and can be further customized or optimized to the particular consumer's wishes. Needs or desires customized may also be conveyed to the consumer through imagery and audio corresponding to the selected heart 150 and the selected soul 160.

      Figure 4 illustrates a flow diagram of selecting fragrances to form a mixture of  
20       fragrances. At block 400, a first fragrances 150 is selected by selecting at least one base note, at least one middle note, and at least one top note. At block 410, a second fragrance 160 is selected by selecting in at least one base note, at least one middle note, and at least one top note. At block 420, the first fragrance 150 and the second fragrance 160 are combined to form a customized fragrance.

25       Figure 5 illustrates a flow diagram of selecting a first fragrance 150 in accordance with one embodiment of the invention. At block 500, an individual is asked for example, when the perfume is to be worn (e.g., during the day), the type of occasion that the perfume is to be worn, the desired mood that the perfume is intended to present, and whether the event is traditional or new. At block 510, responses to these inquiries are  
30       received from the individual. At block 520, the first fragrance 150 is matched to the responses received to the questions posed at block 500.

Figure 6 illustrates a flow diagram illustrating the manner in which the second fragrance 160 is selected. At block 600, questions are posed to the individual as to the season of the year, such as spring, summer, fall, winter, that the perfume is to be worn and the desired physical location to be evoked from wearing the perfume. At block 610, the responses to these questions are received from the individual. At block 620, the second fragrance 160 is matched to the responses received from the individual.

In one embodiment, the process of enabling a user to make selections from a set of hearts 150 and a set of souls 160 to produce a customized fragrance can be implemented on a computer network, such as the Internet. It is important to note that the present invention can be equivalently implemented without the use of computers. In a computer-implemented embodiment, Figure 3 illustrates one embodiment of a computer system 310, which implements the principles of the present invention. Computer system 310 comprises a processor 317, a storage device 318, and interconnect 315 such as bus or a point-to-point link. Processor 317 is coupled to the storage device 318 by interconnect 315. In addition, a number of user input/output devices, such as a keyboard 320 and a display 325, are coupled to an interface chip set (not shown) which is then connected to processor 317. The interface chipset (not shown) is typically connected to processor 317 using an interconnect that is different from interconnect 315.

Processor 317 represents a central processing unit of any type of architecture (e.g., the Intel architecture, Hewlett Packard architecture, Sun Microsystems architecture, IBM architecture, etc.), or hybrid architecture. In addition, processor 317 could be implemented on one or more semiconductor chips. Storage device 318 represents one or more mechanisms for storing data such as responses to questions posed to an individual. Storage device 318 may include read only memory (ROM), random access memory (RAM), magnetic disk storage media, optical storage media, flash memory devices, and/or other machine-readable media. Interconnect 315 represents one or more buses (e.g., accelerated graphics port bus, peripheral component interconnect bus, industry standard architecture bus, X-Bus, video electronics standards association related to buses, etc.) and bridges (also termed as bus controllers).

While this embodiment is described in relation to a single processor computer system, the invention could be implemented in a multi-processor computer system. In addition to other devices, one or more of a network 330 may be present. Network 330

represents one or more network connections for transmitting data over a machine readable media. The invention could also be implemented on multiple computers connected via such a network.

5       **Figure 3** also illustrates that the storage device 318 has stored therein data 335 and program instructions (*e.g.* software, computer program, etc.) 336. Data 335 represents data stored in one or more of the formats described herein. Program instructions 336 represents the necessary code for performing any and/or all of the techniques described herein. It will be recognized by one of ordinary skill in the art that the storage device 318 preferably contains additional software (not shown), which is not  
10       necessary to understanding the invention.

**Figure 3** additionally illustrates that the processor 317 includes microprocessor pipeline 340. Microprocessor pipeline 340 may be a program instruction pipeline (*e.g.* software, computer program, etc.) or a hardware pipeline. Microprocessor pipeline 340 is used for decoding instructions received by processor 317 into control signals and/or  
15       microcode entry points. In response to these control signals and/or microcode entry points, microprocessor pipeline 340 performs the appropriate operations.

      In the preceding detailed description, the invention is described with reference to specific embodiments thereof. It will, however, be evident that various modifications and changes may be made thereto without departing from the broader spirit and scope of the  
20       invention as set forth in the claims. The specification and drawings are, accordingly, to be regarded in an illustrative rather than a restrictive sense.

What is claimed is:

1. A method for preparing a customized fragrance, the method comprising:

selecting a first fragrance, the first fragrance comprising a base note, a middle note and a top note;

selecting a second fragrance, the second fragrance comprising a base note, a middle note and a top note; and

combining the first fragrance with the second fragrance to form the customized fragrance.

2. The method of claim 1, further comprising:

customizing the selection of the first fragrance and the second fragrance based upon information received from an individual.

3. The method of claim 1, wherein the selection of at least one fragrance is based upon a time of day, an occasion, and a desired mood.

4. The method of claim 1, wherein the selection of at least one fragrance is based upon a fantasy location desired to be evoked and a season of a year.

5. A method comprising:

defining a first base-note-dominant fragrance including a top note, a middle note, and a base note;

defining a second top-note-dominant fragrance including a top note, a middle note, and a base note; and

combining said first base-note-dominant fragrance with said second top-note-dominant fragrance produce a composite fragrance.

6. The method of claim 5, further including:

receiving customization information associated with a consumer; and

using the customization information to select the first base-note-dominant fragrance and said second top-note-dominant fragrance to combine into the composite fragrance.

7. The method comprising:

receiving customization information associated with a consumer;

selecting a set of images based upon the customization information, the set of images being associated with a first fragrance comprising a base note, a middle note and a top note;

using the selected set of images to identify the associated first fragrance; and

combining the first fragrance into the composite fragrance.

8. An apparatus comprising:

a machine readable storage media including instructions stored thereon which when executed cause a computer system to perform a method including:

(a) selecting a first fragrance, the first fragrance comprising a base note, a middle note and a top note;

(b) selecting a second fragrance, the second fragrance comprising a base note, a middle note and a top note; and

(c) combining the first fragrance with the second fragrance to form the customized fragrance. The machine readable storage media of claim 8, further comprising:

customizing the selection of the first fragrance and the second fragrance based upon information received from an individual.

10. The machine readable storage media of claim 8, wherein the selection of at least one fragrance is based upon a time of day, an occasion, and a desired mood.
11. The machine readable storage media of claim 8, wherein the selection of at least one fragrance is based upon a fantasy location desired to be evoked and a season of a year.

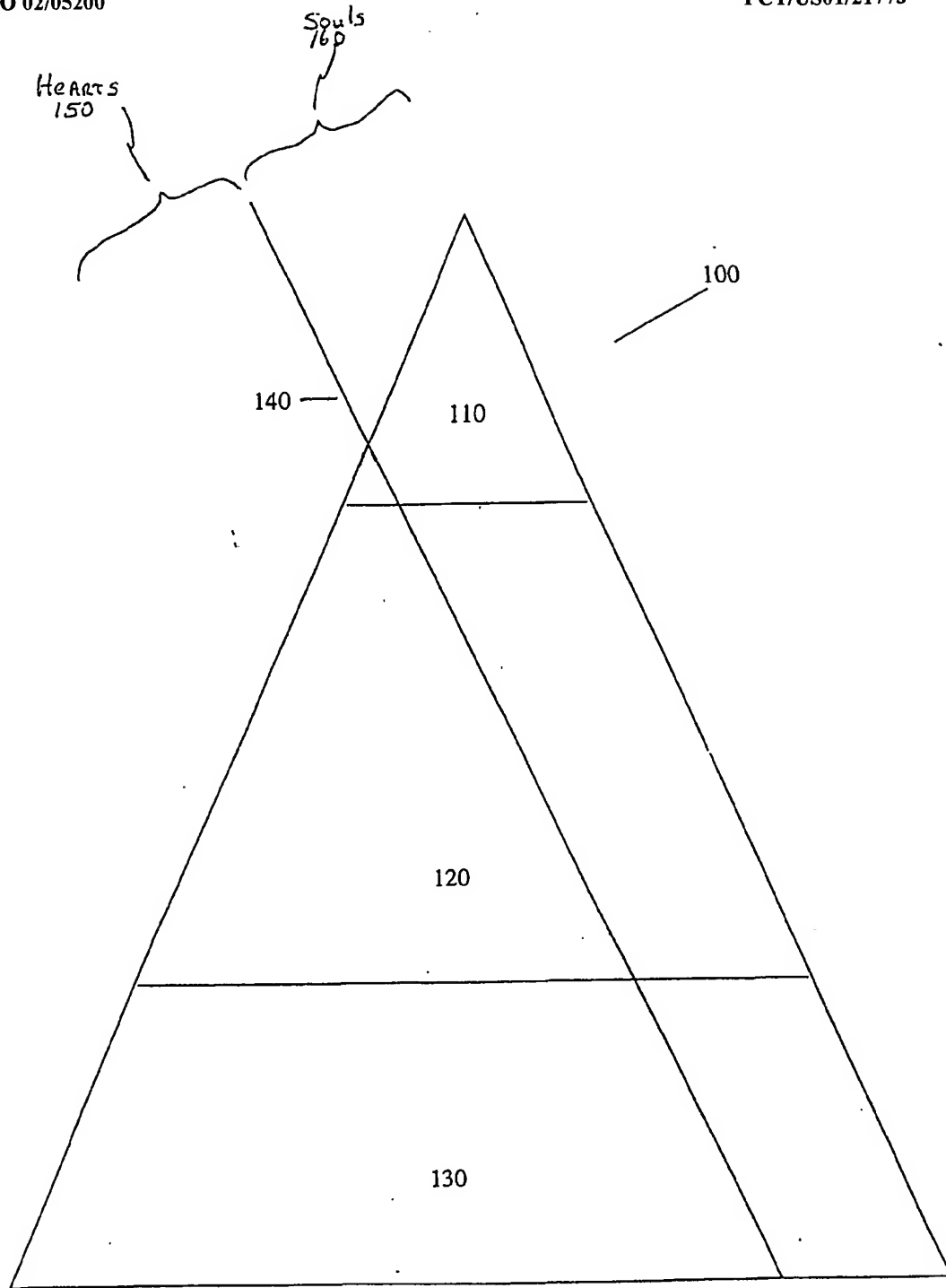
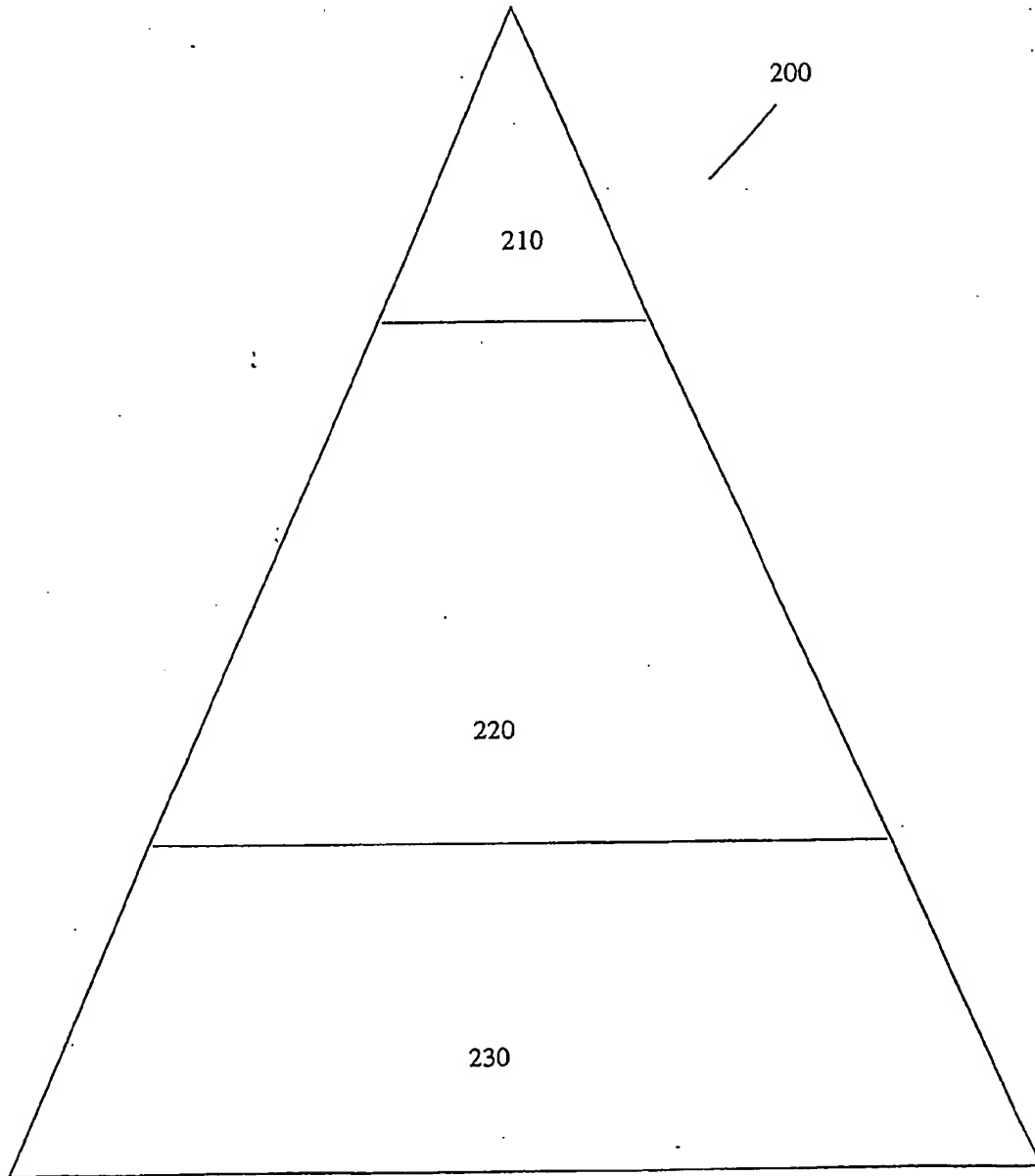


Fig. 1



**Fig. 2**



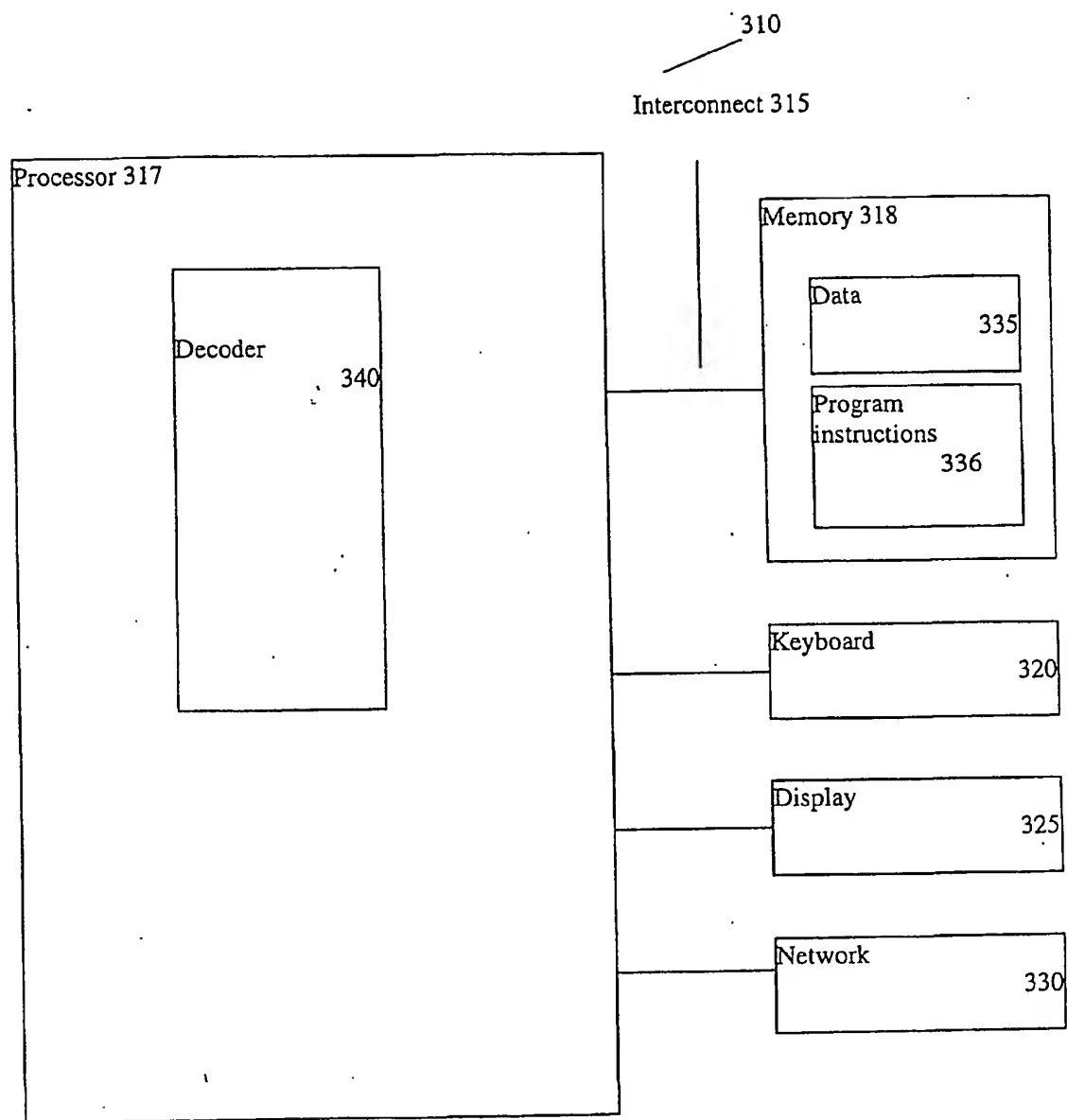


Fig. 3

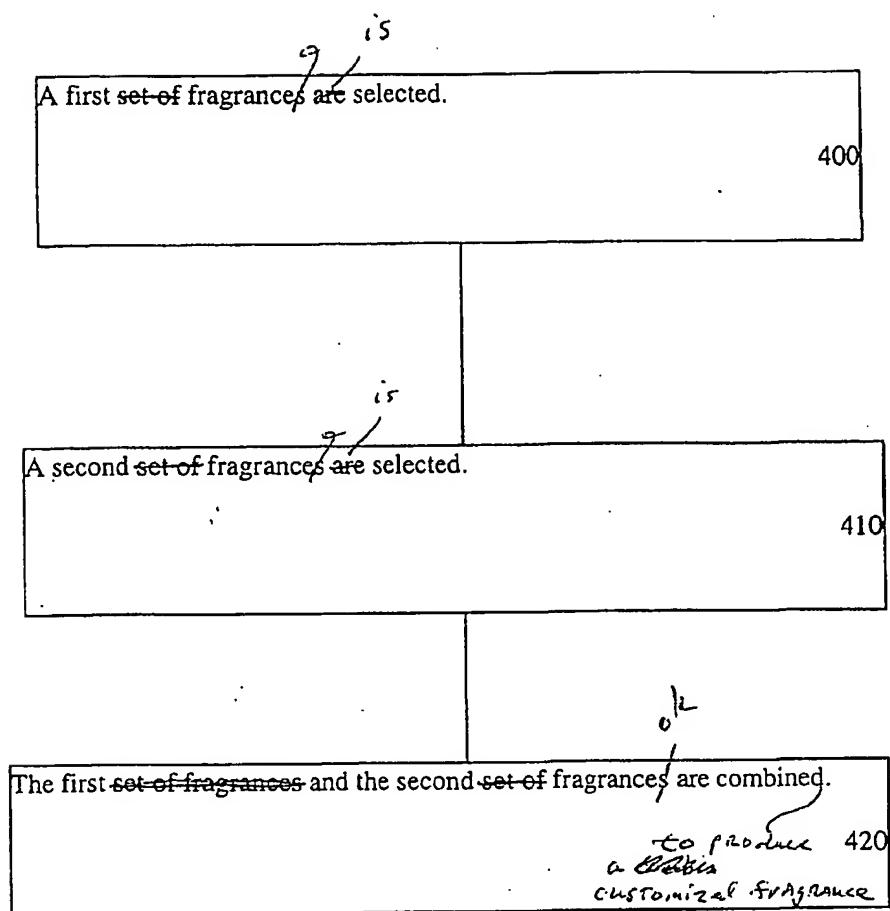


Fig. 4

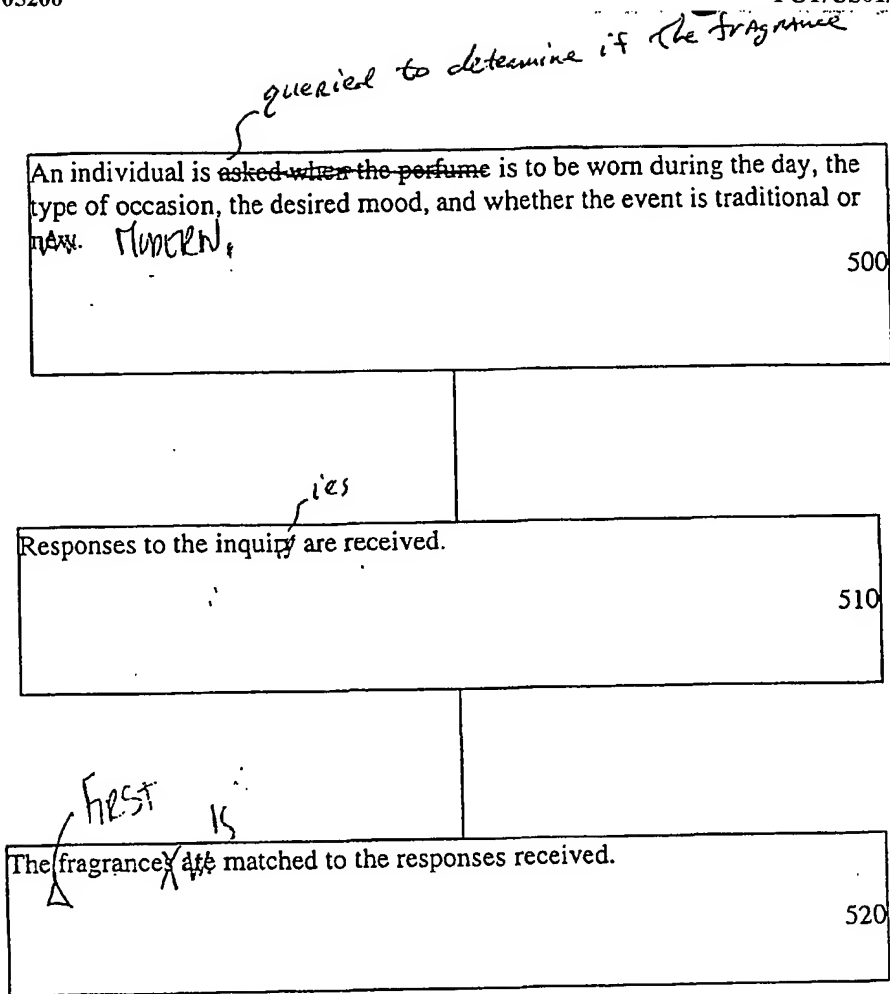


Fig. 5

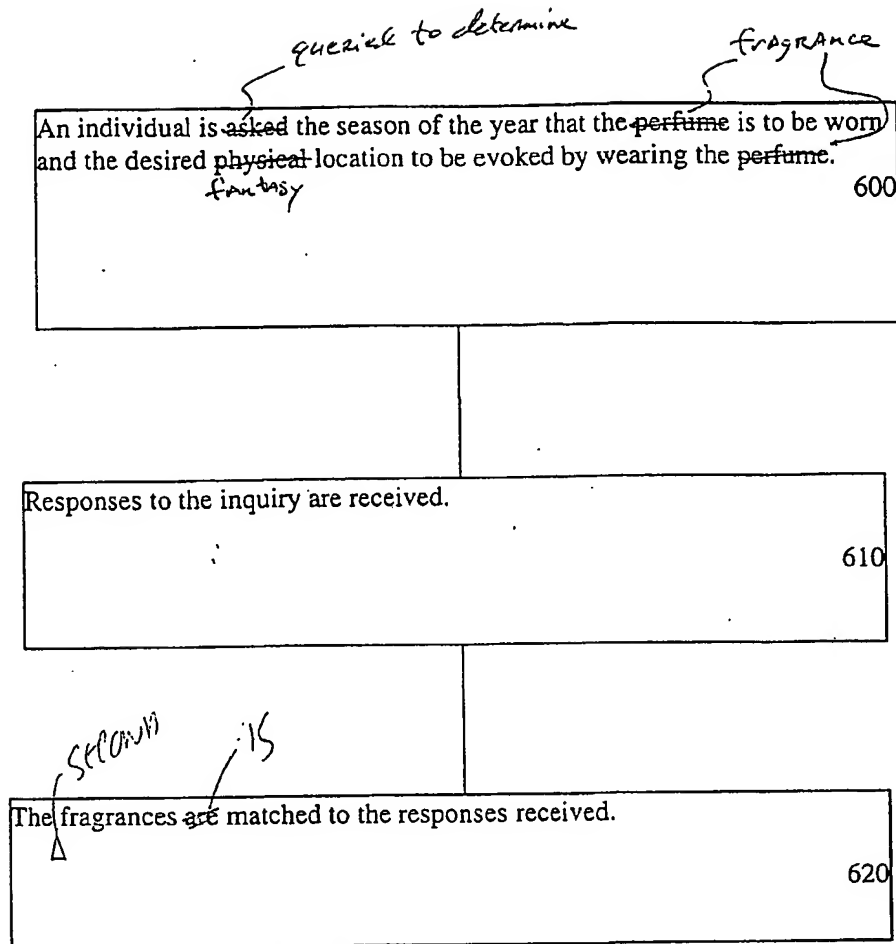
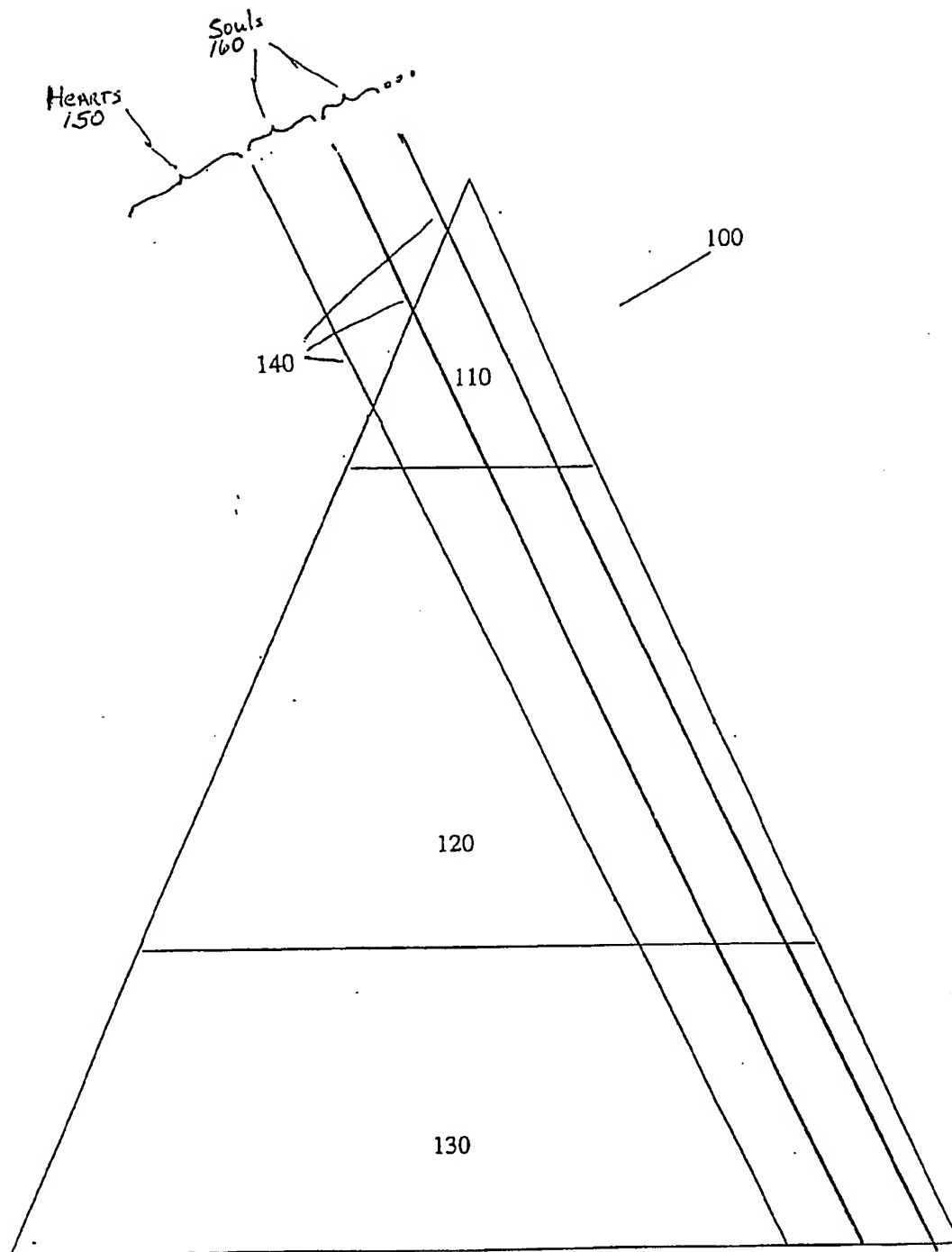


Fig. 6



**Fig. 7**

HOME

reflect.<sup>P</sup>com

 FINE FRAGRANCES

Preview the website

Welcome to our exclusive Fine Fragrance website  
preview!

*sneak peek*  
*if*  
Come with us and take a peek at the most exciting perfumery  
service on the web, where you can create a signature fragrance  
that fits your unique lifestyle!  
*designed just for you.*

Your e-mail address is your invitation... please enter it below:

Click ~~here~~ to preview the Fine Fragrance site.

FIG 8



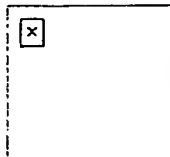
FINE FRAGRANCES

HOME

reflect.com

Customize my  
Signature Fragrance

Customize a Fragrance  
as a Gift



User's Name, welcome to the Fine Fragrance Perfumery at Reflect.com by Sophia Grojsman. With our help you will create a fragrance suited specifically for you. By answering a few questions, reading some text and viewing a couple of images, our Fragrance creation expert, Don Donovan, will customize your signature scent using our Trademark Heart & Souls process.

of your

So as to get a better feeling for your style of fragrance, please enter the names of your current favourite fragrances:

Guarantees

our fragrance creation

The Heart & Souls process is a proven method path that allows us to create a fragrance that matches your fragrance preferences, or to create a wonderful fragrance as a gift.

Please remember to register if you want your fragrance creations to be remembered.

Click here to customize your Signature Fragrance.

your passion and

FIG. 9



*Your Guide Says...*

In perfumery, the "Heart" of the fragrance is the part that provides the signature, the strength, and the gentle lining that envelopes and surrounds the wearer in beauty and mystery.

The "Soul" of the fragrance, is the excitement. That irresistible force, that when you first experience it, you say, "Wow, that's wonderful! I love it! I want it."

Through ten years of research with more than ten thousand women all over the world, we have discovered a way to custom blend the world's finest perfumery ingredients to each woman's exact preference, creating a fine fragrance all her own.

*inspired by your heart and soul,*  
Our "~~Hearts and Souls~~" process, *has* been made simple. *For* the creation phase, but the complexity of the perfumery behind the scenes, remains. Because there just isn't a way to make wonderful, individualized, custom fragrances without the genius of the world's great master perfumers. And that's exactly who is creating your Reflect.com fine fragrance.

Let's Begin the Magic!

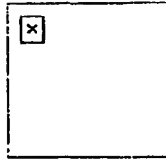
*Fig. 10*



HOME

reflect.com

FINE FRAGRANCES



We will now create your Ideal Heart note. I suggest that you select the most appropriate answer from the questions below to set the emotional mood for your new fragrance.

When will you be wearing your new fragrance?

- ☐ During the Day
- ☐ At Night
- ☐ Anytime

*For* What type of occasions <sup>primarily</sup> will you be wearing your new fragrance?

- ☐ Casual
- ☐ Special

What type of fragrance would you like your creation to be?

- ☐ Modern
- ☐ Classic

What type of mood are you looking to create with your new fragrance?

- ☐ Calm
- ☐ Energizing
- ☐ Feminine
- ☐ Confident
- ☐ Romantic

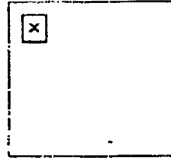
[Click here](#) to see my Ideal Heart choices

Fig. 11

HOME

reflect.com

FINE FRAGRANCES



Click on the Heart note that you feel best expresses what you want the fragrance to be. This will create the Heart of your new fragrance.

CE

*Complete*

I feel good, so good. I'm walking on sunshine,  
and there's not a care in the world.  
I'm looking at the world  
with more than rose-colored glasses  
and I see happiness.



with a pink, soft, and  
a little bit of blue.

Platinum  
Floral



Lavissa  
Soft Floral



Fig. 12.



We will now create the Soul of your new fragrance. Please answer the following two questions so that we can select the perfect Soul notes for you to go with *your Heart note selection.*

Where would you like your new Fragrance to transport

- ☒ Mystery of Venice
- ☐ Romance of Paris
- ☐ Serenity of Paradise
- ☐ Comfort of your Favourite Place
- ☐ Excitement of the City

For which season do you wish to create your new fragrance

- ☒ Spring / *Summer*
- ☒ Summer
- ☐ Fall / *Winter*
- ☐ Winter

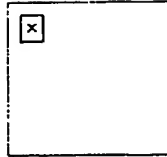
[Click here](#) to see my Soul Choices

Fig. 13

HOME

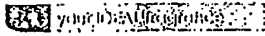
reflect.com

FINE FRAGRANCES



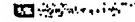
Choose Soul1 from a choice of three souls presented here -  
IDEAL1, PLACE1, and FRAG1.

Choose the Soul that most closely represents the perfect  
companion to the Heart that you have already created. When  
have chosen hit next to continue.



*White*  
*unforgettable Flower*

Pure and simple as the color white,  
timeless in its appeal, the white flower  
is delicate, yet strong.  
The rich scent attracts all for miles  
as it lingers in the air beyond all flowers,  
waiting and riding the breezes to  
carry its scent to far away places.



*Musk*

See how this soul  
represents  
your heart's desire.



*Melon*

See how this soul  
represents  
your heart's desire.

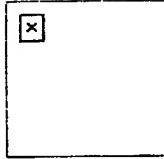


Fig. 14

HOME

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FINE FRAGRANCES



Choose Soul2 from a choice of three souls presented here -  
 IDEAL2, PLACE2, and FRAG2.  
 Choose the Soul that most closely represents the perfect  
 companion to the Heart that you have already created. When  
 have chosen hit next to continue.

Green Floral

*Green  
Floral*

Buds give way to delicate blossoms.  
 This life cycle of leafy green qualities  
 interspersed with newly emerging fresh florality  
 creates a live bouquet of natural green,  
 touched by blooming flowers.

TO SAVOR THE ESSENCE OF  
 A PERFECT  
 THE VERY ESSENCE OF  
 THE VERY ESSENCE OF  
 THE VERY ESSENCE OF  
 THE VERY ESSENCE OF



IDEAL2

*Cold  
Aquatic*

PERFECTED THE  
 ESSENCE OF  
 THE VERY ESSENCE OF  
 THE VERY ESSENCE OF  
 THE VERY ESSENCE OF



other (optional) choices  
 other (optional) choices

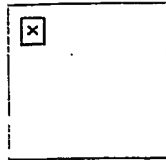
Soul 3 the same way

Fig. 15

HOME

reflect.com

FINE FRAGRANCES

[Change my Fragrance](#)[Purchase the Samples](#)

We will now custom blend your fragrance. There will be three samples, each with a slight variation to make sure that we have the perfect for you.

You have selected:  
*This Heart Note*  
*These Soul Notes*

To receive these samples just pay \$5 to cover handling charges. If you purchase these fragrances within the next three months we will credit the \$5 off the purchase <sup>amount</sup>.

You will receive your samples in about seven days.

[Click here to purchase the Samples of your Fragrance](#)

Fig. 16

The golden sunset casts a warm, sensual hue silhouetting  
 the lovers on the beach. The love between them so genuine  
 and perfect you feel it in the air. As you watch them begin  
 to stroll hand in hand along the sunset reflected shore,  
 dreaming of their lives together, you smile  
 and think of how wonderful love is.

1 Your Ideal Fragrance

Larissa

Soft Floral



2 Other fragrance choice

3 Other fragrance choice

Fig. 17

A quiet afternoon on the beach.

the waves gently roll in,

cooling your warm skin.

With every roll of a wave,

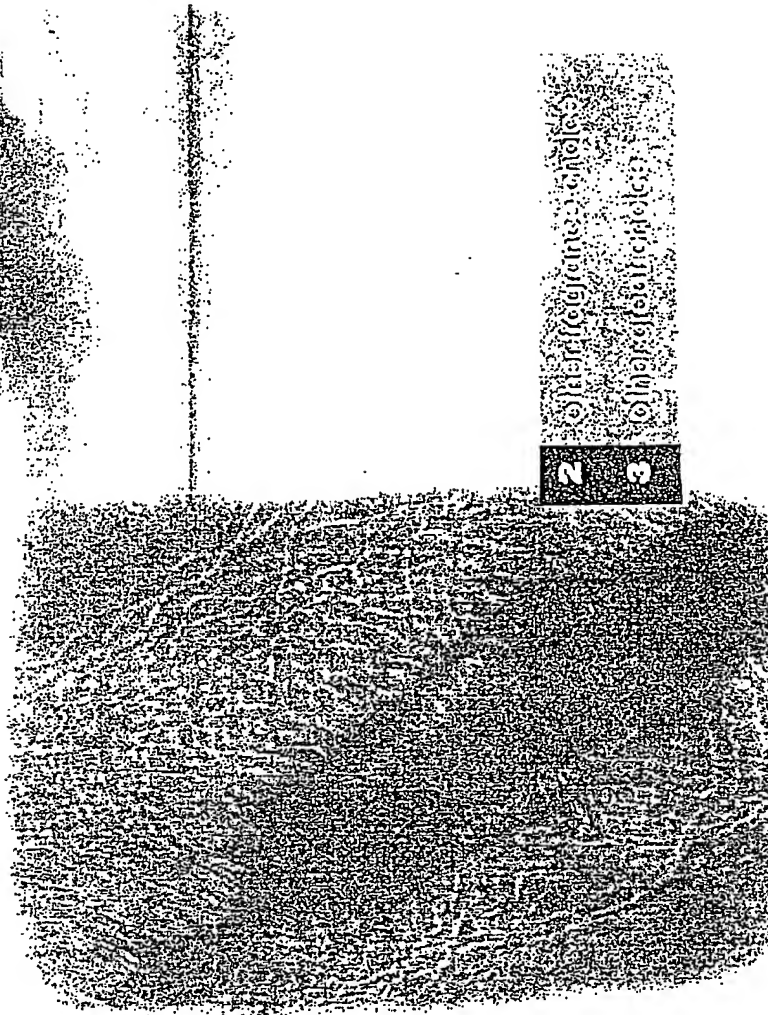
your worries disappear.

You are calm and serene.

**1** Your Deep Relaxation

*Free Cap*

*Marine*



**2** Your Deep Relaxation  
**3** Your Deep Relaxation

Fig. 18



your best fragrance

# Fantasy Gourmet

Creamy, delicious and oh so sinful...you indulge.

You feel like a kid again with delightful  
thoughts of childhood treats and goodies.

Like experiencing a rich dessert,

you close your eyes and slowly smile  
as you treat yourself.



Fig 19



The beautiful sunrise

beckons you out to your terrace.

The air is rich, warm and heady with intoxicating

florality of rare blossoms and

exotic spices. You emerge feeling wrapped

in mysterious sensuality...

# *Orchid Oriental*

Fig. 20



other fragrances choice



other fragrances choice

A day to dream of...

flowers and love fill the air.

The heavenly scent from the bouquets  
are unforgettable.

A captivating scent that will  
remind you always of the perfect day!

# Platinum Floral

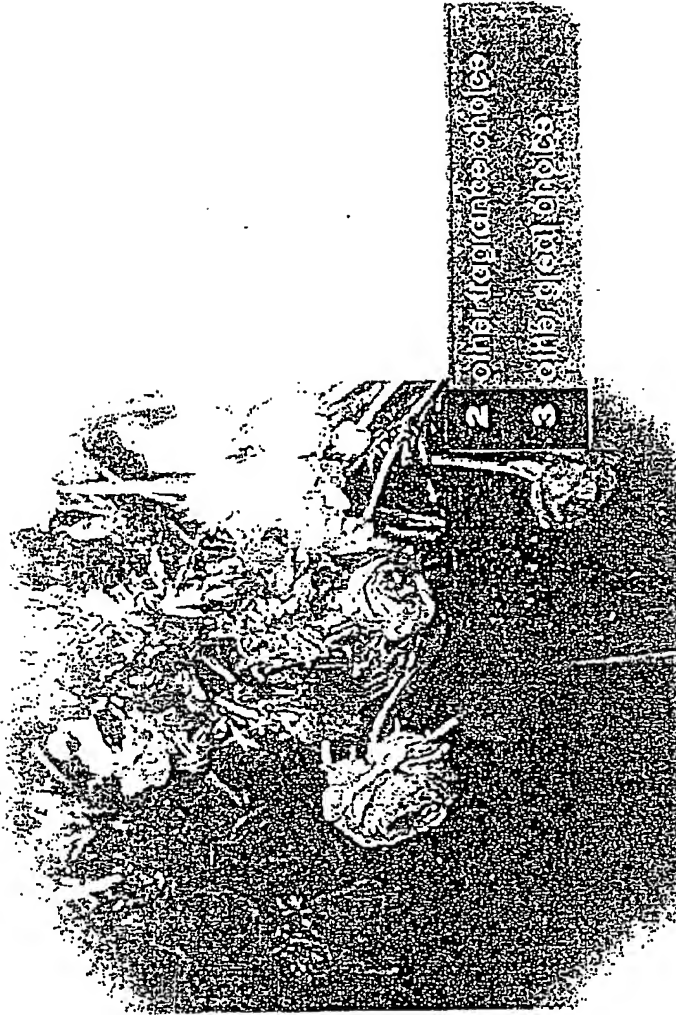


Fig. 21

I feel good, so good, I'm walking on sunshine,

and there's not a care in the world.

I'm looking at the world

with more than rose-colored glasses

and I see happiness.

*Simply  
Sheer*



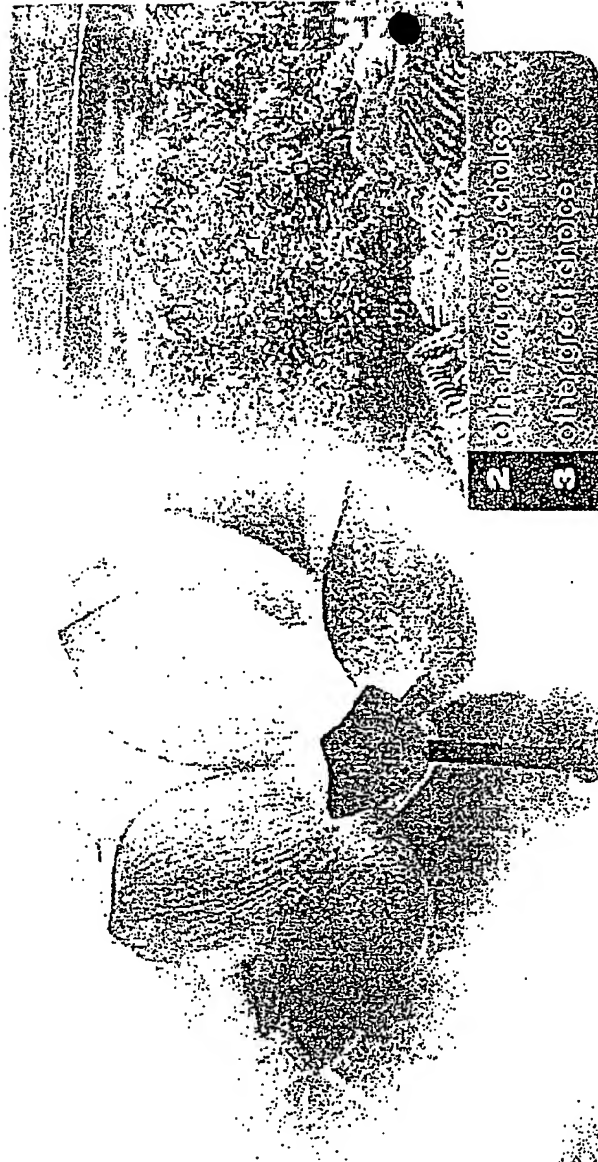
Fig 22

1 your best choice

*Aire*

*Exotic Floral*

The warm tropical sun beams down  
 inviting you out to play along the pink, sandy shores.  
 Exotic flowers paint the vista and perfume the air  
 and you feel intoxicated with pure delight,  
 the perfect getaway.  
 Ah...paradise.



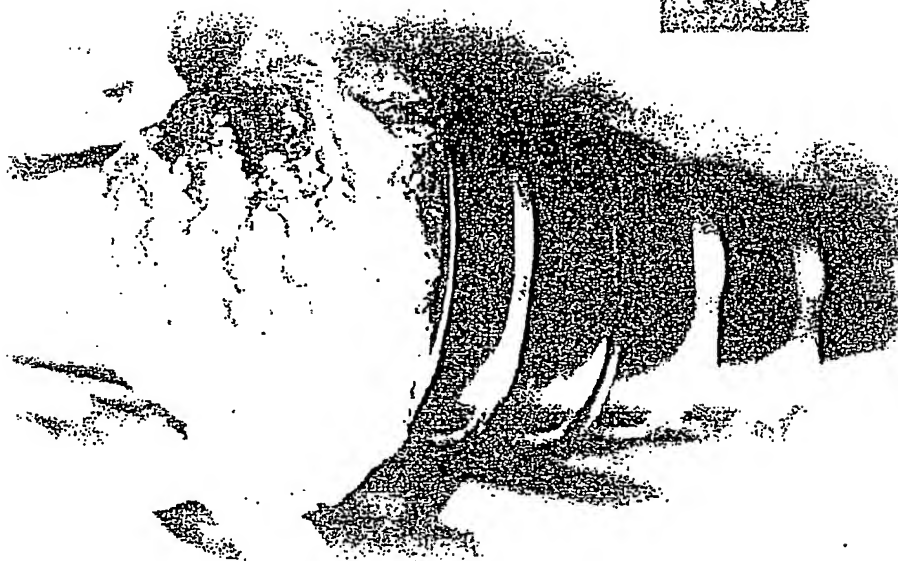
2 other choices choice  
 3 other great choice

Fig. 23

your DREAM fragrance

Comforting and creamy sweet.  
Vanilla is rich and full bodied.

*Vanilla*



also in...  
other...  
other...

Fig 24

A sensation creating essence...

it smells tingly,

and runs up to your brain

to awaken the senses.

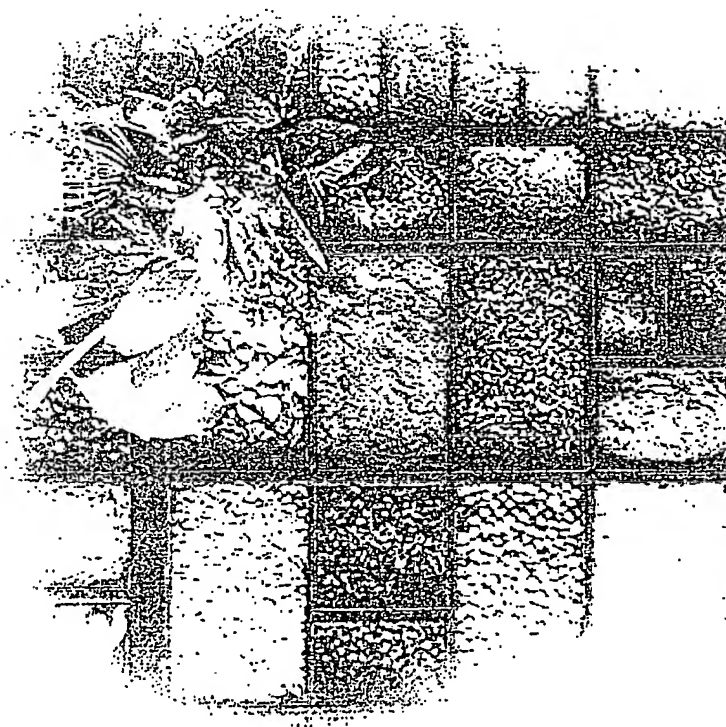


Fig. 25

1 your DEATHFRONTIER

# Cold Aquatic

Freshness in every breath, invigorating,  
stimulating and giving you the rush  
of ice cold water. You can almost  
feel the water's movement come  
to a stop as it crackles  
and settles into crystal.



2 other fragrance choice

3 other great choice

Fig. 26



A newly picked blossom in the peak

of its bloom yields the sweetest of nectar.

Getting close and breathing in the core

of this flower you are surrounded

by the purest of floral scents.

enveloped by the petals and intoxicated

by the true essence of sweet floralcy.

*Freesia*

1 Your Dearest Joyance

Fig 27



2 Other Joyance Choices  
3 Other Joyance Choices

Sexy, creamy and soft...

like clean skin.

You feel as if you are

enveloped in nuzzly sensuality.

1 Your IDENTITY

*Musk*

2 Other fragrance choice  
3 Other fragrance choice

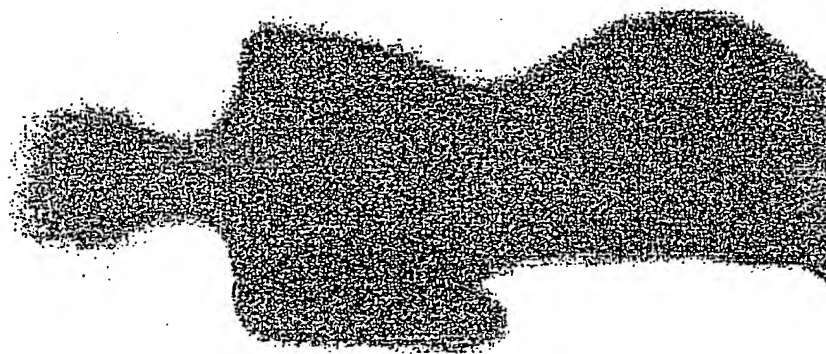
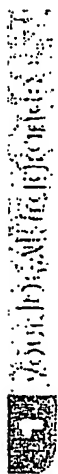


Fig 28



To touch a rose is to feel  
its delicate, velvety softness.

*mutual Rose*

The very essence of the rose  
embraces a full-bodied  
velvety florality,  
timeless in its appeal.

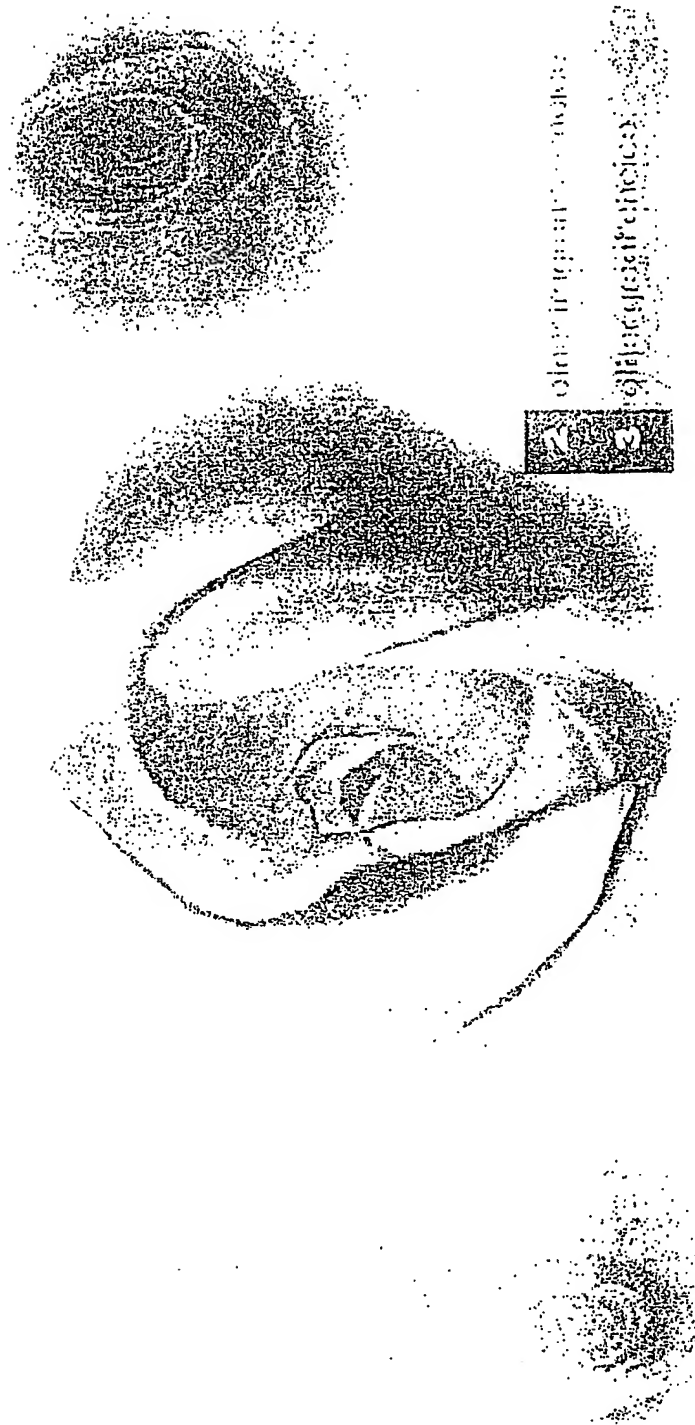


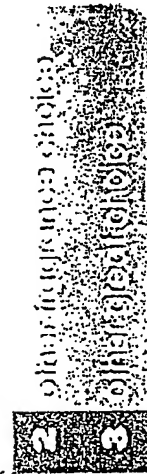
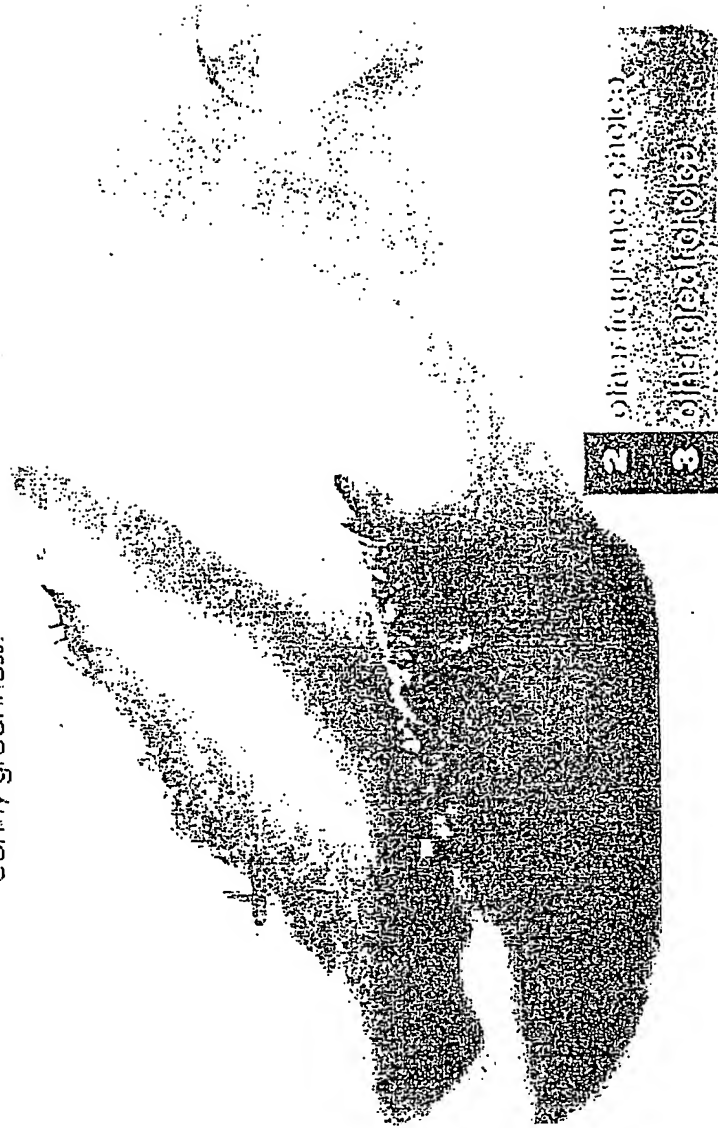
Fig 29

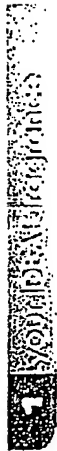
Juicy and freshly sweet, the ripe melon  
creates a succulent, watery aroma  
that floats effortlessly throughout the air.  
The protective rind accents this  
dewy scent with a hint of  
earthy greenness.



*Melon*

Fig 30





Wood, strong and long-lasting

adds depth and character.

Wood can add a unique moist creaminess  
like that of a fresh cut branch weeping

its sweet sap or the burning dryness of  
an aged board, splintering and jagged.

*Soft Woods*

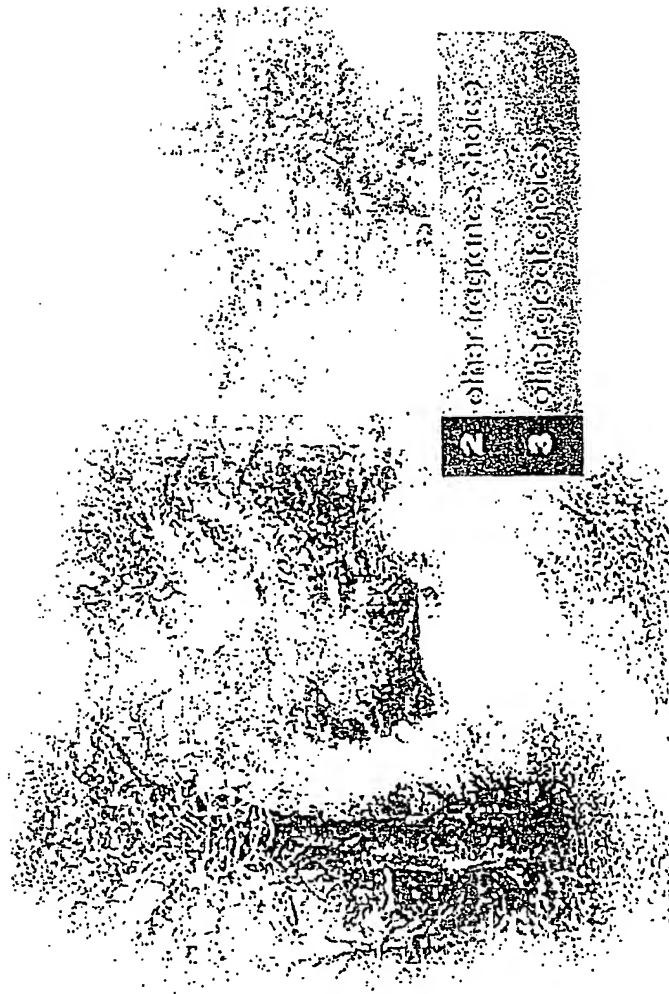


Fig 31



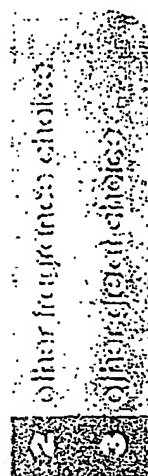
*Green  
Floral*

Buds give way to delicate blossoms.

This life cycle of leafy green qualities  
interspersed with newly emerging fresh floralcy  
creates a live bouquet of natural green,

touched by blooming flowers.

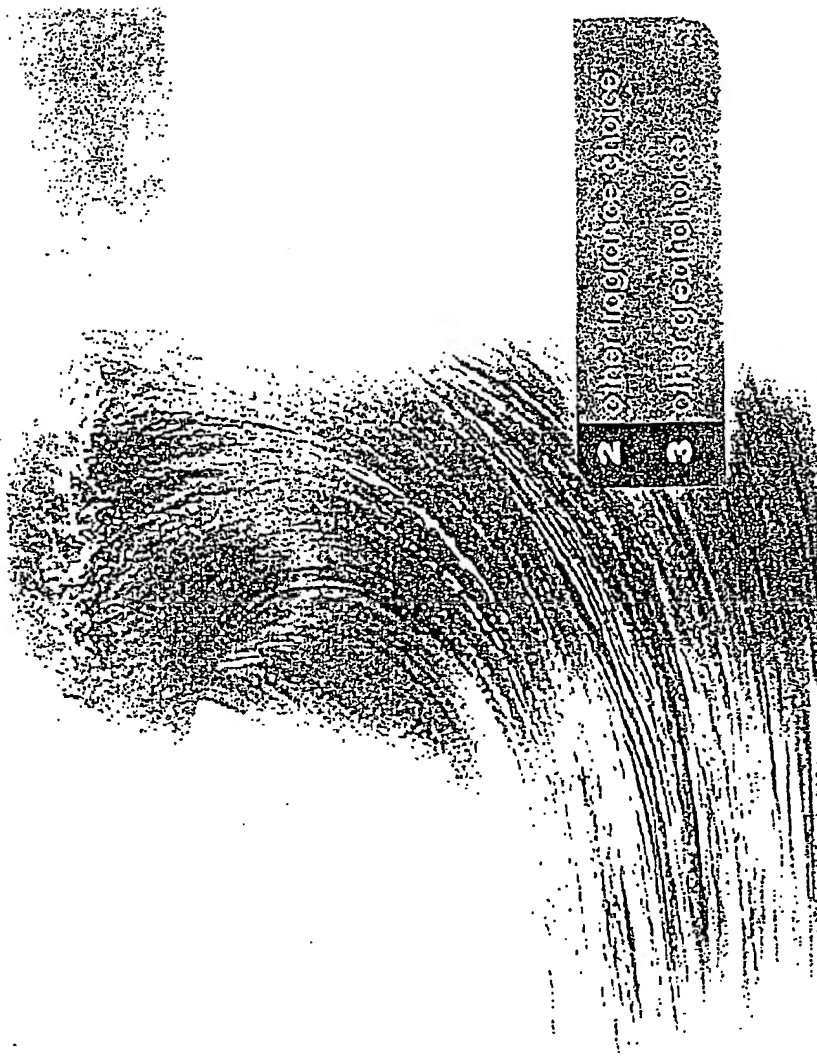
*Fig. 32*



1 your ideal fragrance

*Fresh  
Aquatic*

The sea spray off the roaring ocean waves  
is carried through the air to touch your senses  
with a vibrant freshness only nature  
can inspire. Wet, fresh, powerful  
and energizing



2 other fragrance choice  
3 other fragrance choice

Fig. 33

**1** Your best choice

Pure and simple as the color white,  
timeless in its appeal, the white flower

is delicate, yet strong.

The rich scent attracts all for miles

as it lingers in the air beyond all flowers,

wafting and riding the breezes to

carry its scent to far away places.

*White  
unforgettable Flower*

Fig 34





## PATENT COOPERATION TREATY

## PCT

## DECLARATION OF NON-ESTABLISHMENT OF INTERNATIONAL SEARCH REPORT

(PCT Article 17(2)(a), Rules 13ter.1(c) and Rule 39)

Applicant's or agent's file reference <b>8628/MH</b>	IMPORTANT DECLARATION	Date of mailing(day/month/year) <b>21/09/2001</b>
International application No. <b>PCT/US 01/ 21773</b>	International filing date(day/month/year) <b>10/07/2001</b>	(Earliest) Priority date(day/month/year) <b>10/07/2000</b>
International Patent Classification (IPC) or both national classification and IPC		<b>G06F17/60</b>
Applicant <b>THE PROCTER &amp; GAMBLE COMPANY</b>		

This International Searching Authority hereby declares, according to Article 17(2)(a), that **no international search report will be established** on the international application for the reasons indicated below

1. ☒ The subject matter of the international application relates to:

- a. ☐ scientific theories.
- b. ☐ mathematical theories
- c. ☐ plant varieties.
- d. ☐ animal varieties.
- e. ☐ essentially biological processes for the production of plants and animals, other than microbiological processes and the products of such processes.
- f. ☒ schemes, rules or methods of doing business.
- g. ☐ schemes, rules or methods of performing purely mental acts.
- h. ☐ schemes, rules or methods of playing games.
- i. ☐ methods for treatment of the human body by surgery or therapy.
- j. ☐ methods for treatment of the animal body by surgery or therapy.
- k. ☐ diagnostic methods practised on the human or animal body.
- l. ☐ mere presentations of information.
- m. ☐ computer programs for which this International Searching Authority is not equipped to search prior art.


2. ☐ The failure of the following parts of the international application to comply with prescribed requirements prevents a meaningful search from being carried out:

- ☐ the description      ☐ the claims      ☐ the drawings

3. ☐ The failure of the nucleotide and/or amino acid sequence listing to comply with the standard provided for in Annex C of the Administrative Instructions prevents a meaningful search from being carried out:

- ☐ the written form has not been furnished or does not comply with the standard.
- ☐ the computer readable form has not been furnished or does not comply with the standard.

4. Further comments:

Name and mailing address of the International Searching Authority  European Patent Office, P.B. 5818 Patentlaan 2 NL-2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016	Authorized officer <b>María Rodríguez Nóvoa</b>
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## FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 203

The subject-matter claimed in claims 1-7 falls under the provisions of Article 17(2)(a)(i) and Rule 39.1(iii) PCT, such subject-matter relating to a method of doing business.

Claims 8-11 relate to commonplace technological features for performing the business method of the method claims. Although these claims do not literally belong to the method category, they essentially claim protection for the same commercial effect as the method claims. With reference to the Guidelines, B-VIII, points 1-6, the International Searching Authority considers that searching such commercial features would serve no useful purpose. This applies to the remaining commonplace technological features of these claims as well.

The applicant's attention is drawn to the fact that claims relating to inventions in respect of which no international search report has been established need not be the subject of an international preliminary examination (Rule 66.1(e) PCT). The applicant is advised that the EPO policy when acting as an International Preliminary Examining Authority is normally not to carry out a preliminary examination on matter which has not been searched. This is the case irrespective of whether or not the claims are amended following receipt of the search report or during any Chapter II procedure. If the application proceeds into the regional phase before the EPO, the applicant is reminded that a search may be carried out during examination before the EPO (see EPO Guideline C-VI, 8.5), should the problems which led to the Article 17(2) declaration be overcome.